

Message Text

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UNCLAS WELLINGTON 01595

E.O.11652:N/A
TAGS: BEXP, NZ
SUBJECT: AM-TECH '78 EXHIBITION

FOR OIM/SILLOWAY

1. OVER RECENT WEEKS, WE HAVE BEEN IN DISCUSSION WITH NCR (NEW ZEALAND) LIMITED WHICH HAS FOUND OBJECTIONABLE THE PRINCIPLE THAT OLD-TO-MARKET FIRMS SHOULD BE CHARGED A BASIC FEE OF 2000 DOLLARS FOR PARTICIPATING IN THE AM-TECH EXHIBITION WHILE NEW-TO-MARKET FIRMS ARE CHARGED ONLY 900 DOLLARS. WE HAVE EXPLAINED THE POLICY ON WHICH THIS DISPARITY IS BASED, BUT NCR'S NEW ZEALAND MANAGING DIRECTOR, MR. R.A. POTTER, CONCLUDES THAT FIRMS SUCH AS HIS ARE, IN THE END, SUBSIDIZING THE PARTICIPATION OF THEIR OWN FUTURE COMPETITORS IN NEW ZEALAND.

2. WE HAVE RECEIVED THE FOLLOWING LETTER FROM MR. POTTER ON THE SUBJECT.

QUOTE

WE ARE DISTURBED AT THE DECISION TO HAVE DIFFERENTIAL RATES OF CHARGING AT THE FORTHCOMING PROPOSED AM-TECH '78 EXHIBITION.

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WE FEEL THAT TO CHARGE NEWCOMERS TO THE MARKETPLACE 900 DOLLARS PER MODULE, WHILST CHARGING EXISTING COMPANIES 2000 DOLLARS PER MODULE IS DISCRIMINATORY AND IS ASKING THE PEOPLE ALREADY IN THE MARKETPLACE TO SUBSIDISE THE ENTRY OF THOSE WHO ARE NOT, EVEN THOUGH THEY MAY BE COMPETITORS IN THE FUTURE.
WHILE THE DIFFERENTIAL RATES OF CHARGING APPLY IT IS OUR

OPINION LOCALLY THAT WE SHOULD NOT EXHIBIT, ALTHOUGH WE INTEND DRAWING OUR PARENT COMPANY'S ATTENTION TO THE MATTER TO SEE WHETHER OR NOT THEY HAVE A DIFFERENT VIEW.

WE REALISE THAT THESE DECISIONS ARE MADE IN WASHINGTON AND PERHAPS YOU WOULD LIKE TO CONVEY OUR OPINION OF THE DECISION TO YOUR PRINCIPALS IN WASHINGTON.

IN THE PAST WE HAVE BENEFITTED FROM THE AM-TECH EXHIBITIONS THAT HAVE BEEN HELD IN NEW ZEALAND. THE ORGANISATION HAS BEEN GOOD, THE FINANCIAL ARRANGEMENTS HAVE BEEN EXCELLENT AND WE HAVE BEEN PLEASED TO PARTICIPATE. WE JUST DON'T REALLY UNDERSTAND THE REASONS FOR THE DIFFERENTIAL CHARGING AND THE THINKING BEHIND THESE RATES.
END QUOTE.

3. WE WOULD BE GRATEFUL IF USDOC COULD CONTACT NCR'S HEAD OFFICE IN DAYTON, OHIO TO ENCOURAGE THEM TO ASSIST NCR (NZ) TO FUND PARTICIPATION IN AM-TECH, AND TO EXPLAIN THE BASIS FOR THE FEE DISPARITY. NCR PARTICIPATED IN BOTH OF THE PREVIOUS AM-TECHS AND, AS MR. POTTER POINTS OUT, WOULD LIKE TO TAKE PART IN AM-TECH '78 AS WELL. USDOC'S ASSISTANCE WILL BE APPRECIATED. SELDEN

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